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(54) INFORMATION DISTRIBUTION SERVER, INFORMATION RECEIVER AND  
INFORMATION DISTRIBUTION SYSTEM

(57)Abstract:

PROBLEM TO BE SOLVED: To distribute information corresponding to the taste and liking of a user by grasping an accurate purchasing trend corresponding to the behavior of the user.

SOLUTION: Locational information of the user is received and store data which is discriminated that the user enters a store from the locational information of the user and store data registered in a store database 306 is registered in an individual database 305. When receiving the distribution request of the store data from the user, store data

which corresponds to the retrieving condition of the store data included in the distribution request and registered in the database 305 is distributed to the user.

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CLAIMS

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[Claim(s)]

[Claim 1] The communications department which receives a user's positional information, and the store database with which various store data were registered, The individual database with which said store data judged as said user having done the ON store from said user's positional information are registered, If it is the information distribution server equipped with the data retrieval section which searches said store data from the database of said both sides and a distribution request of said store data is received from said user The information distribution server characterized by distributing said store data which are said store data according to the retrieval conditions of said store data contained in the distribution request concerned, and were registered into said individual database to said user.

[Claim 2] The information distribution server according to claim 1 characterized by distributing said store data which are said store data according to the retrieval conditions of said store data contained in the positional information of said user at the time of receiving the distribution request concerned, and the distribution request concerned, and were registered into said individual database to said user if a distribution request of said store data is received from said user.

[Claim 3] The information distribution server according to claim 1 or 2 characterized by registering said store data into said individual database when said user's positional information is in agreement with the positional information of said store data.

[Claim 4] An information distribution server given in either of claim 1 to claims 3 characterized by registering specific count of an ON store or residence time over a store of said user within a predetermined period into said individual database.

[Claim 5] Said data retrieval section is an information distribution server given in either of claim 1 to claims 4 characterized by to choose said store data which are said store data which are in agreement with said extracted store data, and were registered into said individual database as a retrieval result after extracting said store data according to the retrieval conditions of said store data contained in said distribution request from said store database.

[Claim 6] Said data retrieval section is an information distribution server according to claim 5 characterized by to choose said store data which are said store data which are in agreement with said extracted store data, and were registered into said individual database as a retrieval result after extracting the store data according to the retrieval conditions of the store data contained in the

positional information of said user at the time of receiving said distribution request, and said distribution request from said store database.

[Claim 7] Said data retrieval section is an information distribution server according to claim 5 or 6 characterized by choosing said store data with which said store data which are in agreement with said extracted store data are not registered into said individual database, and which were extracted from said store database when becoming as a retrieval result.

[Claim 8] The information receiving set characterized by providing the data communication section which receives the store data transmitted from said information distribution server while transmitting said current positional information to the information distribution server of a publication to claim 1 to the positional information detecting element which detects current positional information, or claim 7.

[Claim 9] The information receiving set according to claim 8 which can request the data registration to said individual database to said information distribution server.

[Claim 10] Said data communication section is an information receiving set according to claim 9 characterized by transmitting said current positional

information to said information distribution server at fixed spacing when requesting the data registration to said individual database to said information distribution server.

[Claim 11] An information receiving set given in either of claim 8 to claims 10 which can request distribution of said store data to said information distribution server.

[Claim 12] Said data communication section is an information receiving set according to claim 11 characterized by transmitting the retrieval conditions of said store data to said information distribution server when requesting distribution of said store data to said information distribution server.

[Claim 13] Said data communication section is an information receiving set according to claim 11 characterized by transmitting said current positional information and the retrieval conditions of said store data to said information distribution server when requesting distribution of said store data to said information distribution server.

[Claim 14] an information distribution server given in either of claim 1 to claims 7, and an information receiving set according to claim 11 or 12 -- since, if it is the information distribution system constituted and a distribution request of said

store data is received from said information receiving set The information distribution system characterized by distributing said store data with which said information distribution server is said store data according to the retrieval conditions of said store data contained in the distribution request concerned, and was registered into said individual database to said user.

[Claim 15] an information distribution server given in either of claim 2 to claims 7, and an information receiving set according to claim 13 -- since, if it is the information distribution system constituted and a distribution request of said store data is received from said user The information distribution system characterized by distributing said store data which are said store data according to the retrieval conditions of said store data contained in the positional information of said user at the time of receiving the distribution request concerned, and the distribution request concerned, and were registered into said individual database to said user.

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DETAILED DESCRIPTION

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[Detailed Description of the Invention]

[0001]

[Field of the Invention] Especially this invention relates to the information distribution server which realizes information distribution based on a user's action hysteresis, an information receiving set, and an information distribution system about an information distribution server, an information receiving set, and an information distribution system.

[0002]

[Description of the Prior Art] In recent years, a user's purchase trend in stores, such as a restaurant and a shop dealing in Western-style apparel and accessories, is variously divided according to a user's age group, sex or the site condition of a store, etc. In order to grasp such a user's purchase trend, the approach I have a user answer to a questionnaire is adopted. On the other hand, offering the information corresponding to hobby and taste of the user, for example, the bargain information on a store, based on a questionnaire result is performed to the user who had you reply to a questionnaire.

[0003]

[Problem(s) to be Solved by the Invention] However, by the approach of having



you answered to the above questionnaires, also when the questionnaire result is not a thing corresponding to a user's actual action, it may not be few, and hobby and taste of the user may change after a questionnaire reply. In such a case, there is a problem that a user's purchase trend cannot be grasped correctly. Moreover, since a purchase trend cannot be grasped correctly, there is also a problem that information corresponding to hobby and taste of a user cannot be offered.

[0004] This invention is made in view of this point, grasps the exact purchase trend corresponding to a user's action, and aims at offering the information distribution server, information receiving set, and information distribution system which can distribute the information corresponding to hobby and taste of a user.

[0005]

[Means for Solving the Problem] In order that this invention may solve the above-mentioned technical problem, a user's positional information is received.

If a distribution request of store data is received from a user while registering into an individual database the store data judged as the user having done the ON store from the store data registered into the user's positional information and store data The store data which are store data according to the retrieval

conditions of the store data contained in a distribution request, and were registered into the individual database are distributed to a user.

[0006] Thereby, the store data corresponding to a user's action hysteresis are registered into an individual database. On the other hand, since it was made for the store data registered into the individual database to distribute when a distribution request was received from a user, the exact purchase trend corresponding to a user's action can be grasped, and the information corresponding to hobby and taste of a user can be distributed.

[0007]

[Embodiment of the Invention] With the communications department where the information distribution server of this invention receives a user's positional information The store database with which various store data were registered, and the individual database with which said store data judged as said user having done the ON store from said user's positional information are registered, If it is the information distribution server equipped with the data retrieval section which searches said store data from the database of said both sides and a distribution request of said store data is received from said user The configuration which distributes said store data which are said store data

according to the retrieval conditions of said store data contained in the distribution request concerned, and were registered into said individual database to said user is taken.

[0008] By this configuration, the store data corresponding to a user's action hysteresis are registered into an individual database. On the other hand, since it was made for the store data registered into the individual database to distribute when a distribution request was received from a user, the exact purchase trend corresponding to a user's action can be grasped, and the information corresponding to hobby and taste of a user can be distributed.

[0009] If the information distribution server of this invention receives a distribution request of said store data from said user, it will take the configuration which distributes said store data which are said store data according to the retrieval conditions of said store data contained in the positional information of said user at the time of receiving the distribution request concerned, and the distribution request concerned, and were registered into said individual database to said user.

[0010] The store data which are store data according to the positional information of the user at the time of receiving a distribution request and the

retrieval conditions of store data, and were registered into the individual database by this configuration are distributed. For this reason, the information corresponding to hobby and taste of a user can be distributed, corresponding to a user's present positional information.

[0011] In said individual database, the information distribution server of this invention takes the configuration into which said store data are registered, when said user's positional information is in agreement with the positional information of said store data.

[0012] Store data are registered into an individual database only when a user is judged to be in a store by this configuration.

[0013] The information distribution server of this invention takes the configuration into which specific count of an ON store or residence time over a store of said user within a predetermined period is registered in said individual database.

[0014] According to this configuration, specific count of an ON store and residence time to a store of the user within a predetermined period can be grasped. For this reason, based on the data registered into the individual database, hobby and taste of a user can be grasped more-concretely.

[0015] In the information distribution server of this invention, said data retrieval section takes the configuration which chooses said store data which are said store data which are in agreement with said extracted store data, and were registered into said individual database as a retrieval result, after extracting said store data according to the retrieval conditions of said store data contained in said distribution request from said store database.

[0016] According to this configuration, after the store data according to the retrieval conditions of store data are first extracted from a store database, coincidence with that extracted data and data in an individual database is judged. For this reason, the store data which agreed on retrieval conditions more correctly can be searched. Moreover, since the store data registered into the store database in process of retrieval can be used, the data registered into an individual database can be simplified.

[0017] After extracting the store data according to the retrieval conditions of the store data contained in the positional information of said user at the time of said data retrieval section receiving said distribution request in the information distribution server of this invention, and said distribution request from said store database, the configuration which chooses said store data which are said store

data which are in agreement with said extracted store data, and were registered into said individual database as a retrieval result takes.

[0018] After the store data according to the positional information of the user at the time of receiving a distribution request and the retrieval conditions of store data are first extracted from a store database by this configuration, coincidence with that extracted data and data in an individual database is judged. For this reason, the store data which agreed on retrieval conditions more correctly can be searched. Moreover, since the store data registered into the store database in process of retrieval can be used, the data registered into an individual database can be simplified.

[0019] In the information distribution server of this invention, said data retrieval section takes the configuration which chooses said store data with which said store data which are in agreement with said extracted store data are not registered into said individual database, and which were extracted from said store database when becoming as a retrieval result.

[0020] When the store data which are in agreement with the store data extracted from the store database with this configuration are not registered into an individual database, an alternative can be distributed to a user.

[0021] While the information receiving set of this invention transmits said current positional information to the information distribution server of a publication to claim 1 to the positional information detecting element which detects current positional information, or claim 7, it takes the configuration possessing the data communication section which receives the store data transmitted from said information distribution server.

[0022] According to this configuration, the store data corresponding to a user's action hysteresis can be registered into the individual database of an information distribution server. On the other hand, since the store data registered into the individual database are receivable, the exact purchase trend corresponding to a user's action can be grasped, and distribution of the information corresponding to hobby and taste of a user can be received.

[0023] The information receiving set of this invention takes the configuration which can request the data registration to said individual database to said information distribution server.

[0024] According to this configuration, the data registration to an individual database can be requested to the timing which wishes registration of a user.

[0025] In the information receiving set of this invention, said data communication

section takes the configuration which transmits said current positional information to said information distribution server at fixed spacing, when requesting the data registration to said individual database to said information distribution server.

[0026] When requesting data registration by this configuration, positional information current at fixed spacing is transmitted to an information distribution server. For this reason, in an information distribution server, a user's action can be grasped finely.

[0027] The information receiving set of this invention takes the configuration which can request distribution of said store data to said information distribution server.

[0028] only carrying this information receiving set according to this configuration -- a location -- \*\*\*\*\* -- there are nothings and distribution of the information corresponding to hobby and taste of a user can be received.

[0029] In the information receiving set of this invention, said data communication section takes the configuration which transmits the retrieval conditions of said store data to said information distribution server, when requesting distribution of said store data to said information distribution server.



[0030] According to this configuration, distribution of the information corresponding to hobby and taste of a user can be received by setting up the retrieval conditions of a request of a user, corresponding to a user's hope.

[0031] In the information receiving set of this invention, said data communication section takes the configuration which transmits said current positional information and the retrieval conditions of said store data to said information distribution server, when requesting distribution of said store data to said information distribution server.

[0032] According to this configuration, while setting up the retrieval conditions of a request of a user, current positional information is transmitted. In an information distribution server, since the store data suitable for this retrieval conditions and present positional information are distributed, distribution of the information corresponding to hobby and taste of a user can be received, corresponding to a user's present positional information.

[0033] The information distribution system of this invention An information distribution server given in either of claim 1 to claims 7, an information receiving set according to claim 11 or 12 -- since, if it is the information distribution system constituted and a distribution request of said store data is received from said

information receiving set Said information distribution server is said store data according to the retrieval conditions of said store data contained in the distribution request concerned, and is the information distribution system which distributes said store data registered into said individual database to said user.

[0034] The information distribution system of this invention An information distribution server given in either of claim 2 to claims 7, an information receiving set according to claim 13 -- since, if it is the information distribution system constituted and a distribution request of said store data is received from said user It is said store data according to the retrieval conditions of said store data contained in the positional information of said user at the time of receiving the distribution request concerned, and the distribution request concerned, and is the information distribution system which distributes said store data registered into said individual database to said user.

[0035] Hereafter, the gestalt of operation of this invention is explained to a detail with reference to a drawing.

[0036] Drawing 1 is the conceptual diagram of the information distribution system concerning the gestalt of 1 operation of this invention. In drawing 1 , a user 101 carries the terminal unit (henceforth a "information accepting station")

as an information receiving set, and transmits positional information to a service provider 102 from his favorite location. The service provider 102 which functions as an information distribution server registers the positional information transmitted by the user 101 into the database with which the interior or the exterior is equipped, and provides a user 101 with a data communications service based on the registration result.

[0037] Drawing 2 is the block diagram showing the configuration of the information accepting station 200 which a user 101 carries in operating environment which was mentioned above.

[0038] In drawing 2 , the information accepting station 200 carries for example, the navigation system for pedestrians, and the positional information detection equipment of this navigation system for pedestrians is used in the information distribution system of this invention. Hereafter, the configuration of the information accepting station 200 is explained.

[0039] As shown in drawing 2 , the information accepting station 200 consists of positional information detection equipment 201 which detects positional information, and a processor 202 which performs processing which provides a user 101 with the information distributed from the service provider 102 which are

processing of map information, the path retrieval to the destination, etc., and characteristic processing of this invention based on the present positional information. These positional information detection equipment 201 and processors 202 have the composition of having become independent in order to improve a user's 101 portability, and handling nature. Bluetooth whose data communication between these is one of the specification of the short-distance data communication by wireless is adopted. In addition, although positional information detection equipment 201 and a processor 202 are considered as the independent configuration here, it may not be limited to this but you may be the information accepting station 200 of one apparatus.

[0040] In positional information detection equipment 201, the positional information detecting element 203 detects the positional information of the LONG, the LAT, and altitude which show a their present location by using GPS (GlobalPositioning System) etc. The data communication section 204 transmits the positional information which the positional information detecting element 203 detected to a processor 202 by radio.

[0041] In a processor 203, the data communication section 205 receives positional information from positional information detection equipment 201.

When this information accepting station 200 functions as a pedestrian navigation system, the positional information which the data communication section 205 received is passed to the path retrieval section 206. The path retrieval section 206 performs retrieval processing of a path from the map information database (DB) which is not illustrated according to the destination information separately inputted as the positional information. A display 207 doubles and displays the path and map information which the path retrieval section 206 retrieved.

[0042] On the other hand, when this information accepting station 200 functions as a terminal which receives the information from a service provider 102, the positional information which the data communication section 205 received is passed to the application offer section 208. The application offer section 208 manages the application of the service which utilized positional information from the service provider 102, and performs the application on this information accepting station 200. The information and the image which are obtained by performing application are displayed by the display 207 in that case. The data communication section 209 transmits the positional information passed from the application offer section 208 to a service provider 102 through the Internet. Moreover, the data communication section 209 receives the data used for the

service which utilized positional information from the service provider 102.

[0043] Drawing 3 is the block diagram showing the configuration of a service provider 102.

[0044] In drawing 3 , the communications department 301 receives information, such as positional information, from the information accepting station 200, and the communications department 301 transmits the information on predetermined [ according to the demand from a user 101 ] to the information accepting station 200. The service activation section 302 performs processing of discernment processing of a user 101, a store, etc., distinction processing a user's 101 current position, etc.

[0045] a database -- (-- DB --) -- registration -- the section -- 303 -- service -- activation -- the section -- 302 -- directions -- responding -- a database -- 304 -- preparing -- having had -- an individual -- a database -- (-- DB --) -- 305 -- and -- a store -- a database -- (-- DB --) -- 306 -- receiving -- data -- record -- or -- an individual -- DB -- 305 -- and -- a store -- DB -- 306 -- registering -- having had -- data -- updating -- carrying out .

[0046] The data retrieval section 307 performs retrieval processing of the data registered into the individual DB305 or the store DB306 according to directions

of the service activation section 302.

[0047] Here, the data registered into the store DB306 and the individual DB305 are explained. Drawing 4 is drawing showing an example of the data registered into the store DB306. The store information on an every place region is beforehand registered into a store DB306, and the store information can be serially updated at it.

[0048] As shown in drawing 4 , the name 401 of each store is registered into the store DB306. And type-of-industry \*\*404 which show the detail of type-of-industry \*\*403 and type-of-industry \*\*403 which shows types of industry, such as the store number 402 and shop dealing in Western-style apparel and accessories which the store name 401 was made to correspond and were given to each store, and a restaurant, are registered. In the example of drawing 4 , "children's clothes" is registered into the store whose store name 401 is "AAA" and whose type-of-industry \*\* is a "shop dealing in Western-style apparel and accessories" as type-of-industry \*\*. Moreover, the positional information 406 of the area 405 which makes the store name 401 correspond and has a store, and its store is registered. In addition, positional information 406 is expressed with the LAT and LONG. In the example of drawing 4 , "Shibuya" which is the area

405 with "AAA" is registered, and "LAT XX and LONG \*\*\*\*\*" are registered as the positional information.

[0049] Drawing 5 is drawing showing an example of the data registered into the individual DB305. The store information into which the user 101 went according to the registration demand of a user 101 is registered into an individual DB305.

In addition, about a registration demand of a user 101, it mentions later.

[0050] As shown in drawing 5 , the store number 501 of the store containing a user 101, the count 502 of an ON store which shows the count which carried out the ON store to the store, and the accumulation residence time 503 which shows the accumulation time amount which was staying at the store are registered into the individual DB305. In addition, the store number 501 is the same as that of what is registered into the store DB306.

[0051] In addition, although you may be data which need predetermined processing of the count 502 of an ON store, or accumulation residence-time 503 grade as data registered into an individual DB305, it is not limited to this but you may make it register the data as it is transmitted by the user 101. For example, a user 101 may be made to register in detail the opening-a-shop time of day which shows the ON store time of day which shows the time of day included in a store,



and the time of day which left the store.

[0052] Next, in the service provider 102 which has the above configurations, the processing by which the individual DB305 for every user 101 is created is explained using drawing 6 . Drawing 6 is a flow Fig. until the individual DB305 for every user 101 is created in a service provider 102.

[0053] When creating the individual DB305 for every user 101 by the service provider 102, in a service provider 102, the service activation section 302 receives a registration request of an individual DB305 from a user 101 through the communications department 301 first (ST601). A user 101 operates it by the control unit to which the processor 202 of the information accepting station 200 does not illustrate this registration request, and transmits in the data communication section 209. In addition, a user's 101 identification information registered at the time of the purchase of the information accepting station 200 is contained in this registration request.

[0054] If this registration request is received, the service activation section 302 will judge a user's 101 identification information contained in this registration request, and will identify a user 101 (ST602). Thereby, the individual DB305 who should be registered is recognized.

[0055] On the other hand, if this registration request is received, since a user's 101 currency information will be transmitted for every (every [ for example, ] minute) fixed spacing from the information accepting station 200, the service activation section 302 receives this positional information through the communications department 301 (ST603).

[0056] Reception of this positional information judges whether as for the service activation section 302, based on the data registered into the store DB306, there is any user 101 in current and a store (ST604). Here, the user 101 should go into a new store.

[0057] The technique of specifying the judgment of whether there is any user 101 in a store using the short-distance data communication by wireless, such as Bluetooth, is mentioned. Specifically, the sender which sends data by means of communications, such as Bluetooth, is installed in a store. And a store name and positional information are made to send from the sender. On the other hand, in case the information accepting station 200 which the user 101 is carrying shall have the function in which the data from the sender are receivable and transmits current positional information to a service provider 102, it transmits the store name and positional information which were received from the sender in a store.

Thus, by judging information, such as a transmitted store name, by the service provider 102, it is judged whether there is any user 101 in a store.

[0058] In addition, as for the short-distance data communication by wireless, such as above-mentioned Bluetooth, the communication link range is about restricted with the radius of 10m. However, all the area in a store can be covered by installing a sender every 20m. Moreover, a user 101 can detect more detailed positional information [ say / where / in a store / is staying ] by using the sender in such a store. Thereby, in GPS, the impossible indoor positional information and the positional information which was not able to be distinguished in the compound-die store are detectable.

[0059] In ST604, when judged with there being a user 101 in a store, it is judged whether it is the store into which the store went newly (ST605). On the other hand, when judged with there not being a user 101 in a store, it is judged whether the user 101 left the store (ST606). Here, since the user 101 is in a new store, he is judged as the store being a store containing newly in ST605.

[0060] In ST605, when it judges that the store is a store containing newly, the service activation section 302 notifies that to DB registration section 303. If this notice is received, DB registration section 303 will record the count of an ON

store on an individual DB305 while registering that store information into a user's 101 individual DB305 (ST607). (updating)

[0061] And in ST607, if information, such as a count of an ON store, is registered into an individual DB305, processing will be returned to ST603. The service activation section 302 stands by until the following positional information is transmitted from the information accepting station 200.

[0062] And the same procedure as an above-mentioned case receives positional information from the information accepting station 200 (ST603), and it is judged again whether there is any user 101 in current and a store (ST604). Here, a user 101 shall leave the store at which the point was staying, and shall not have done an ON store to other stores. Therefore, it is judged with there not being a user 101 in a store in ST604, and is judged with the user 101 having left the store in ST606.

[0063] In ST606, when judged with the user 101 having left the store, the service activation section 302 notifies that to DB registration section 303. If this notice is received, DB registration section 303 will record residence time in the store at which I was staying till then on an individual DB305 (ST608). (updating)

[0064] In addition, in ST604 and ST605, although it is in a store, when it is

judged with it not being a new store, it is judged with it being in the same store as the time of receiving positional information last time, and processing is returned to ST603. It stands by until, as for the service activation section 302, the following positional information is transmitted from the information accepting station 200 also in this case.

[0065] Moreover, in ST604 and ST606, when judged with having not carried out recession from a store, either, without being in a store, it is judged with not going into a store and processing is returned to ST603. It stands by until, as for the service activation section 302, the following positional information is transmitted from the information accepting station 200 also in this case.

[0066] Such registration processing of an individual DB305 is repeated until it receives a registration termination request of an individual DB305 from a user 101. By registration processing of an individual DB305 being repeated until it receives this registration termination request, the action hysteresis of the predetermined section (from the Japan-China 11 o'clock on Sunday up to 17:00) which a user 101 wishes can be registered into an individual DB305. In a service provider 102, hobby and taste of a user 101 can be distinguished from the data registered into this individual DB305. For example, a user 101 can guess the

hobby which a user 101 likes from the coming-to-the-store frequency to the store and store which go frequently, and the inclination of a store, the degree which is contained in a user's 101 mind from residence time, the time zone of an activity, etc.

[0067] In addition, although the case where a user 101 operated the information accepting station 200 on that spot, and performed a registration request was explained, it is not limited to this but the action hysteresis of the predetermined section can be automatically registered into an individual DB305 by registering the predetermined section beforehand here.

[0068] Next, the processing for which the data registered into the individual DB305 in this way are utilized and which a service provider 102 provides with a data communications service is explained using drawing 7 . Drawing 7 is a flow Fig. until a service provider 102 offers a data communications service to a user 101. In addition, drawing 7 shows processing of the service provider 102 when retrieval of the store information on a its present location is requested from a user 101.

[0069] When a service provider 102 offers a data communications service to a user 101, in a service provider 102, the service activation section 302 receives

an information distribution request from a user 101 through the communications department 301 first (ST701). As mentioned above, in order that a user 101 may request the store information retrieval in a his present location, in addition to a user's 101 identification information, the retrieval conditions of current positional information and store information are included in this information distribution request.

[0070] If this information distribution request is received, the service activation section 302 will judge a user's 101 identification information contained in this information distribution request, and will identify a user 101 (ST702). Thereby, the individual DB305 who should be referred to in the case of information distribution is recognized.

[0071] If a user's 101 identification information is identified, the service activation section 302 will acquire next the retrieval conditions of the current positional information included in this information distribution request, and store information (ST703). If the retrieval conditions of this current positional information and store information are acquired, the service activation section 302 will notify that to the data retrieval section 307.

[0072] If this notice is received, the data retrieval section 307 will extract the data

applicable to those current positional information and current retrieval conditions from a store DB306 first (ST704). And the data retrieval section 307 judges whether the extracted applicable data are registered into the individual DB305 with reference to the individual DB305 (ST705) (ST706).

[0073] A user's 101 current positional information is Shibuya-ku OO town X-X-X, and, specifically, the retrieval conditions of type-of-industry \*\* / type-of-industry \*\* extract first the data with which the data retrieval section 307 corresponds to this condition from a store DB306 to a restaurant / Italian \*\*\*\*\* case. Then, it judges whether the store number 402 corresponding to this extracted data is registered into the individual DB305. In addition, as retrieval conditions, it can specify by adding the item registered into a store DB306 according to the item, without being limited to this. For example, if the price band information and goods information on each store are registered into a store DB306, it will become possible to search also using the information.

[0074] Here, when there are data applicable to an individual DB305, only a predetermined number is listed in the high order of whenever [ taste ] from a user's 101 use situation etc. (ST707). In addition, it can consider it to be the high order of whenever [ taste ] to list from more ones of the count 502 of an ON store



registered into the individual DB305, or the accumulation residence time 503.

[0075] On the other hand, when there are no data applicable to an individual DB305, only a predetermined number lists as an alternative the data extracted from the store DB306 by ST704 (ST708). In addition, it is possible to list store information with current popularity etc. as a store of an alternative, for example.

[0076] And the service activation section 302 transmits the retrieval result from the data retrieval section 307 to a user 101 through reception and the communications department 301 (ST709). Thus, the processing whose service provider 102 utilize the data registered into the individual DB305, and offers a data communications service is completed.

[0077] Thus, according to the information distribution system of the gestalt of this operation, distribution of the information corresponding to its hobby and taste and the information which in other words was customized by the user 101 can be received more at a user 101 side by utilizing the data registered into the individual DB305 for every user corresponding to their action hysteresis, and providing a user 101 with a data communications service. Moreover, in a service provider 102 side, a user's 101 satisfaction level can be raised by distributing the information which a user 101 demands, and the expansion of the customer using

this service provider 102 can be realized.

[0078] In addition, although the case where information distribution is performed is explained with the gestalt of this operation when an information distribution request is received from a user 101, it is not limited to this but you may make it offer a data communications service to a user 101 based on the current positional information of the time of day set up beforehand, and the retrieval conditions set up beforehand periodically.

[0079] Moreover, the gestalt of this operation explains the case where retrieval of the store information on the current position is requested from a user 101 using the information accepting station 200. However, it is not limited to this but you may make it request information distribution from personal computers other than information accepting-station 200 installed in a user's 101 house etc. Thus, although the data according to the present positional information cannot come to hand when it changes, according to retrieval conditions, the data corresponding to their hobby and taste can come to hand.

[0080] Furthermore, with the gestalt of this operation, the store information corresponding to its hobby and taste supported by action hysteresis is retrieved from a database, and the case where it distributes to a user 101 is explained

with it. However, the information to distribute is not limited to this but you may make it give service information original with the store to store information. Thus, since service information original with a store is distributed to a user 101 when it changes, each store can expect the propaganda effect to a user 101.

[0081] In addition, you may make it change service information original with an above-mentioned store at any time at each store. It specifically opens wide so that each store can access a part of store DB306 of a service provider 102, and you may make it change the contents at a store. Thus, when it enables it to change the contents of service information at each store, the service information according to a stage, a season, etc. can be timely distributed to a user 101.

[0082] Moreover, when distributing service information original with a store, it is possible to change the contents of the service information distributed according to data, such as a count of coming to the store registered into the individual DB305. Drawing 8 is drawing showing an example of the data of the store DB306 in the case of distributing service information original with a store. In drawing 8, it shall be the data same about the data which gave the same sign as drawing 4.

[0083] In drawing 8, it is set up so that the service information 801 distributed

according to the count of coming to the store may differ. That is, when the count of coming to the store is to 3 times, bargain information is distributed for a store "AAA" and a store "BBB" to a user 101. However, when the count of coming to the store is 4 times or more, in the case of a store "AAA", the service information to which the discount ticket was given is distributed. On the other hand, in the case of a store "BBB", the service information to which the gift exchange ticket was given is distributed.

[0084] Thus, by the user 101 side, if an information distribution request is transmitted when it changes, while being able to receive distribution of the store information corresponding to one's hobby and taste, distribution of service information original with the store can also be received. Thereby, service information original with a store can be used in a user 101 side. On the other hand, in a store side, the effectiveness that coming to the store to a user's 101 store etc. can be urged by distributing the original service information to a user 101 is done so.

[0085] By the way, it is possible to provide a store and a company with the data registered into the individual DB305 of a service provider 102 as technique for which a store and a company use the data registered into the above service

providers 102, after that a user 101 agrees.

[0086] Drawing 9 is the conceptual diagram of the information distribution system in the case of offering the data registered into the store and the company 901 by the individual DB305 as mentioned above. In addition, in drawing 9 , it shall be the configuration same about the configuration which gave the same sign as drawing 1 .

[0087] As shown in drawing 9 , a store and a company 901 can grasp the data registered into the individual DB305 by paying data dues to a service provider 102. For example, it can grasp by what frequency the user 101 came to the store at his store. Thereby, a user 101 can be provided with the service according to the count of coming to the store in a store and a company 901.

[0088] Moreover, a store and a company 901 do so the effectiveness that new service and business can be developed by using the data reflecting hobby and taste of the user 101 who was registered into the individual DB305 and who utilized positional information. On the other hand, in a service provider 102 side, the effectiveness that the data dues by data offer registered into the individual DB305 can be obtained from a store and a company 901 is done so.

[0089]

[Effect of the Invention] Since according to this invention the data registered into the individual DB for every user corresponding to a user's action hysteresis are utilized and the user was provided with the data communications service as explained above, the exact purchase trend corresponding to a user's action can be grasped, and the information corresponding to hobby and taste of a user can be distributed.

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## DESCRIPTION OF DRAWINGS

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[Brief Description of the Drawings]

[Drawing 1] The conceptual diagram of the information distribution system concerning the gestalt of 1 operation of this invention

[Drawing 2] The block diagram showing the configuration of the information accepting station of the information distribution system concerning the gestalt of the above-mentioned implementation

[Drawing 3] The block diagram showing the configuration of the service provider

which functions as an information distribution server of the information distribution system concerning the gestalt of the above-mentioned implementation

[Drawing 4] Drawing showing an example of the data registered into the store DB of the service provider concerning the gestalt of the above-mentioned implementation

[Drawing 5] Drawing showing an example of the data registered into the individual DB of the service provider concerning the gestalt of the above-mentioned implementation

[Drawing 6] A flow Fig. until the individual DB for every user is created in the service provider concerning the gestalt of the above-mentioned implementation

[Drawing 7] A flow Fig. until the service provider concerning the gestalt of the above-mentioned implementation offers a data communications service to a user

[Drawing 8] Drawing showing an example of the data of the store DB in the case of distributing service information original with a store in the information distribution system concerning the modification of the gestalt of the above-mentioned implementation

[Drawing 9] The conceptual diagram of the information distribution system in the case of offering the data registered into the store and the company by Individual DB in the information distribution system concerning the modification of the gestalt of the above-mentioned implementation

[Description of Notations]

101 User

102 Service Provider

200 Information Accepting Station

201 Positional Information Detection Equipment

202 Processor

203 Positional Information Detecting Element

208 Application Offer Section

302 Service Activation Section

303 Database (DB) Registration Section

305 Individual Database (DB)

306 Store Database (DB)

901 Store and Company